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AMENDMENTS TO THE CLAIMS

A detailed listing of all claims that are, or were, in the present application, irrespective of whether the claim(s) remains under examination in the application are presented below. The claims are presented in ascending order and each includes one ~~status identifier~~. Those claims not cancelled or withdrawn but amended by the current amendment utilize the following notations for amendment: 1. deleted matter is shown by strikethrough for six or more characters and double brackets for five or less characters; and 2. added matter is shown by underlining.

1. (Currently Amended) A sales promotional writing apparatus comprising:

a writing member comprising a body defining a longitudinal axis and an attachment member in a substantially transverse orientation to the longitudinal axis, the body including a lumen adapted to fixedly receive a writing insert, the attachment member including a cavity exposed in an attachment surface, the cavity including at least one locking member; ~~[[and]]~~

a display member comprising at least one display surface and an insertion member, the insertion member having an insertion profile adapted for insertion into the cavity, the insertion member further comprising at least one receiving member adapted to receive the at least one locking member, wherein the cavity further includes a biasing member adapted to direct the at least one locking member into the at least one receiving member;

a base member having a base surface and a mounting surface, the mounting surface including at least one mounting bore oriented at an angle to a base plane defined by the

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base surface, wherein the base surface includes an attachment means for fixedly attaching the base member to a sales counter.

2.-3. (Cancelled)

4. (Original) The sales promotional writing apparatus of claim 1, wherein the writing insert comprises a ballpoint pen cartridge.

5. (Original) The sales promotional writing apparatus of claim 1, wherein the at least one display surface comprises marketing indicia.

6. (Original) The sales promotional writing apparatus of claim 5, wherein the marketing indicia is selected from the group consisting of: trademarks, logos, slogans, calendars, schedules and advertisements.

7. (Previously Presented) A sales promotional writing apparatus comprising:

a writing member comprising a body defining a longitudinal axis and an attachment member in a substantially transverse orientation to the longitudinal axis, the body including a lumen adapted to fixedly receive a writing insert, the attachment member including a cavity exposed in an attachment surface, the cavity including at least one locking member; and

a display member comprising at least one display surface and an insertion member, the insertion member having an insertion profile adapted for insertion into the cavity, the insertion member further comprising at least one receiving member adapted to receive the at

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least one locking member, wherein the cavity further includes a biasing member adapted to direct the at least one locking member into the at least one receiving member.

8. (Currently Amended) The sales promotional writing apparatus of claim [[1]] 7, wherein the at least one locking member and the at least one receiving member cooperate to permanently attach the writing member and the display member.

9. (Currently Amended) A method for presenting sales promotional marketing materials to a consumer at a point of sale, the method comprising the steps of:

attaching a base member to a sales counter, the base member having a base surface and a mounting surface, the base surface including attachment means for fixedly attaching the base member to the sales counter, the mounting surface including at least one bore oriented at an angle to the base surface;

inserting a writing member into the bore, the writing member comprising a body and a display portion, the body defining a longitudinal axis and an attachment member in a substantially transverse orientation to the longitudinal axis, the body further including a lumen adapted to fixedly receive a writing insert, the display portion comprising at least one display surface including a marketing indicia and an insertion member having a locking member, the insertion member adapted to slidably insert into a cavity presented on an attachment surface of the attachment member such that the locking member interacts with a receiving member within the cavity, wherein the cavity further includes a biasing member adapted to direct the at least one locking member into the at least one receiving member, and wherein the marketing indicia includes an advertisement;

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removing the display portion from the body; and  
attaching a second display portion to the body, the second display portion  
including a second insertion member adapted for slidable insertion into the cavity on the  
attachment member.

10. (Original) The method of claim 9, wherein the writing insert comprises a ballpoint pen cartridge.

11. (Previously Presented) A method for presenting sales promotional marketing materials to a consumer at a point of sale, the method comprising the steps of:

attaching a base member to a sales counter, the base member having a base surface and a mounting surface, the base surface including attachment means for fixedly attaching the base member to the sales counter, the mounting surface including at least one bore oriented at an angle to the base surface;

inserting a writing member into the bore, the writing member comprising a body and a display portion, the body defining a longitudinal axis and an attachment member in a substantially transverse orientation to the longitudinal axis, the body further including a lumen adapted to fixedly receive a writing insert, the display portion comprising at least one display surface including a marketing indicia and an insertion member having a locking member, the insertion member adapted to slidably insert into a cavity presented on an attachment surface of the attachment member such that the locking member interacts with a receiving member within the cavity;

removing the display portion from the body; and

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attaching a second display portion to the body, the second display portion including a second insertion member adapted for slidable insertion into the cavity on the attachment member.

12. (Currently Amended) The method of claim [[9]] 11, wherein the marketing indicia is selected from the group consisting of: trademarks, logos, slogans, calendars, schedules and advertisements.

13. (Previously Presented) A method for presenting sales promotional marketing materials to a consumer at a point of sale, the method comprising the steps of:

attaching a base member to a sales counter, the base member having a base surface and a mounting surface, the base surface including attachment means for fixedly attaching the base member to the sales counter, the mounting surface including at least one bore oriented at an angle to the base surface;

inserting a writing member into the bore, the writing member comprising a body and a display portion, the body defining a longitudinal axis and an attachment member in a substantially transverse orientation to the longitudinal axis, the body further including a lumen adapted to fixedly receive a writing insert, the display portion comprising at least one display surface including a marketing indicia and an insertion member having a locking member, the insertion member adapted to slidably insert into a cavity presented on an attachment surface of the attachment member such that the locking member interacts with a receiving member within the cavity, wherein the cavity further includes a biasing member adapted to direct the at least one locking member into the at least one receiving member.

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14. (Currently Amended) A sales promotional writing apparatus comprising:

a writing member comprising a body defining a longitudinal axis and an attachment member, the body including a lumen adapted to fixedly receive a writing insert, the attachment member including a cavity exposed in an attachment surface, the cavity including at least one locking member, and

a display member comprising at least one display surface and an insertion member, the insertion member having an insertion profile adapted for insertion into the cavity, the insertion member further comprising at least one receiving member adapted to receive the at least one locking member, wherein the cavity further includes a biasing member adapted to direct the at least one locking member into the at least one receiving member, wherein the at least one display surface comprises marketing indicia.

15. (Original) The sales promotional writing apparatus of claim 14, wherein the writing insert comprises a ballpoint pen cartridge.

16. (Original) The sales promotional writing apparatus of claim 14, wherein the at least one display surface comprises marketing indicia.

17. (Original) The sales promotional writing apparatus of claim 16, wherein the marketing indicia is selected from the group consisting of: trademarks, logos, slogans, calendars, schedules and advertisements.

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18. (Previously Presented) A sales promotional writing apparatus comprising:

a writing member comprising a body defining a longitudinal axis and an attachment member, the body including a lumen adapted to fixedly receive a writing insert, the attachment member including a cavity exposed in an attachment surface, the cavity including at least one locking member; and

a display member comprising at least one display surface and an insertion member, the insertion member having an insertion profile adapted for insertion into the cavity, the insertion member further comprising at least one receiving member adapted to receive the at least one locking member, wherein the cavity further includes a biasing member adapted to direct the at least one locking member into the at least one receiving member.

19. (Currently Amended) The sales promotional writing apparatus of claim 18 [[14]], wherein the at least one locking member and the at least one receiving member cooperate to permanently attach the writing member and the display member.

20. (Currently Amended) The sales promotional writing apparatus of claim 18 [[14]], wherein the at least one receiving member includes a releasing means such that the display member is removably attached to the writing member.

21. (Currently Amended) A sales promotional writing apparatus comprising:

a writing member comprising a body defining a longitudinal axis and an attachment member in a substantially transverse orientation to the longitudinal axis, the body including a lumen adapted to fixedly receive a writing insert, the attachment

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member including a cavity exposed in an attachment surface, the cavity including at least one locking member; and

a display member comprising at least one display surface and an insertion member attached to the display member, the insertion member having an insertion profile adapted for insertion into the cavity, the insertion member further comprising at least one receiving member adapted to receive the at least one locking member, wherein the cavity further includes a biasing member adapted to direct the at least one locking member into the at least one receiving member.